



CASE STUDY

OCCUPIER & TENANT SOLUTIONS

AABB

ATLANTIC COMMUNITY
BANKERS BANK

LOCATION - CAMP HILL

EMPLOYEES - 40



THE BRIEF

Founded in 1983, the Atlantic Community Banker's Bank (ACBB) is a financial institution that spans 12 states. With an intent to brand their new Camp Hill, PA location (company headquarters) similar to their regional office in Connecticut and bring employees back into the office post-pandemic, a relocation was selected as the best option. Their former location lacked a modern design concept, housed outdated, mismatched, and disjointed office furniture, and lacked a one-floor workflow concept with employees spread across multiple floors.

OBJECTIVES

The bank had three main objectives for this project:

1. Create a one-floor workflow design that would allow employees to easily collaborate and effectively interact during their day-to-day operations since many employees were hired during the pandemic and did not have the opportunity to meet fellow employees in person.
2. The addition of an abundance of natural light, and
3. A more contemporary aesthetic.

TRANSFORMATION

ACBB partnered with the Landmark Commercial Realty occupier/tenant solutions team, headed by Colleen Erickson, NCIDQ to meet their objectives. With Erickson spearheading the project, she designed an open floor plan that included offices and meeting spaces with ample natural light flooding in from floor-to-ceiling windows, providing new furniture and creating areas for collaboration, comfort, and socialization at their new location at 225 Grandview Ave Suite 401, Camp Hill.

Landmark's team created a functional and modern workspace that met the client's requirements. The ACBB space implemented cutting-edge technologies, LED light fixtures, Shaw Contract carpet and luxury vinyl tile, and ergonomic work solutions to ensure employees had enough room for individual work and collaborative sessions. The furniture selected was from HON's Concinnity (offices) and Abound (workstations). Additionally, several aesthetically pleasing features were added to the space, including accent lighting and a "branding wall." Finally, an open concept was implemented to increase employee productivity while supporting indoor air quality objectives.

The response from employees has been overwhelmingly positive - they appreciate having more room to work compared to their previous location. They also appreciate the opportunity for collaboration and increased natural light, improving their work efficiency and overall well-being. The modern design elements, including muted colors give the space a contemporary feel, also create an inviting atmosphere, further increasing employee satisfaction.

CASE STUDY

OCCUPIER & TENANT SOLUTIONS



BROKERAGE STRATEGY

ACBB's tenant advisory brokerage effort was led by Landmark's seasoned brokers Michael Curran, SIOR, President, and Sean Fitzsimmons. Mike and Sean worked with Colleen Erickson and the ACBB executive team to form a strategy surrounding ACBB's existing asset and potential relocation options. Through a multi-faceted effort, Landmark was able to set realistic disposition expectations on ACBB's Market Street, Camp Hill location, while identifying viable relocation alternatives. As the site selection and competitive solicitation process progressed to identify a new office for lease, Landmark actively marketed ACBB's headquarters as a user/owner or redevelopment investment opportunity where a buyer could acquire the property with a short-term ACBB lease back in place.

Ultimately the Landmark team secured a buyer interested in a redevelopment of multi-family apartment units. ACBB's short-term leaseback was integral in making the deal on two fronts. First, it allowed ACBB the flexibility to complete planning, permitting, construction, and move-in to their new facility at 225 Grandview Ave. Secondly, it allowed the buyer to receive lease income for several months while working through zoning and permitting in Camp Hill Borough. Ultimately Landmark identified a true win-win scenario for both parties while successfully transitioning ACBB into its new headquarters location.

SUMMARY

The result was a modern, collaborative workspace full of natural light that allowed ACBB to return its employees to the office. The design creates a work environment where people feel welcomed and gathered, providing privacy and security.

Overall, the new bank location proved to be a success for ACBB, as their employees and customers have been delighted with the modern features and convenience offered by the space. This case study serves as an example of how businesses can create innovative workplaces that improve their employees' efficiency, productivity, and morale.

